

ORDER



Orders
Order / Rev: 167893
Alt Order #:
Product Desc:
Estimate:
Flight Dates: 11/03/12 - 11/06/12
Original Date / Rev: 09/29/12 / 11/05/12
Order Type: GENERAL

KOB

Primary AE: Olivia Lawrence
Sales Office: KOB
Sales Region: Local

Agency
Name: Karen Montoya for PRC
Buying Contact: Mark Fleisher
Billing Contact:
 1504 Clancy NE
 Albuquerque, NM 87112

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Karen Montoya for PRC
Demographic: A25-54
Product Codes: PL1
Priority: 99
Revenue Codes: AGY, POL, CAND

New Business Thru: 06/02/13
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	26	\$3,000.00	\$2,550.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	26	\$3,000.00	\$2,550.00	0.00
Totals	26	\$3,000.00	\$2,550.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KOB	33%	\$3,000.00
Market	100%	\$9,090.91

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	0%	\$0.00
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	0%	\$0.00
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00
KOVT	0%	\$0.00

KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	0%	\$0.00
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	67%	\$6,090.91

Print Date: 11/16/12 10:18:46 Page 2 of 3

Order / Rev: 167893
Alt Order #:
Flight Dates: 11/03/12 - 11/06/12

Advertiser: Karen Montoya for PRC
Product Desc:
Estimate:

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	11/04/12	11/04/12	Chris Matthews Chris Matthews	CM	Su 830a-9a	-----S	:30	1	\$25.006		0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S		1			\$25.00	0.00					
N 2	All	11/04/12	11/04/12	Sunday Today Sunday Today	CM	Su 7a-8a	-----S	:30	1	\$75.007		0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S		1			\$75.00	0.00					
N 3	All	11/04/12	11/04/12	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p	-----S	:30	2	\$400.006		0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S		2			\$400.00	0.00					
N 4	All	11/05/12	11/06/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	11-----	:30	2	\$275.006		0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	11/05/12	11/11/12	11-----		2			\$275.00	0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	All	11/05/12-11/11/12	News 4 Today II 6a-7a		M-F 6a-7a	MT-----	:30		(\$275.00)		0.00	NM		
	Credited [Time Period not available]														
N 5	All	11/05/12	11/05/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	2-----	:30	2	\$75.006		0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	11/05/12	11/11/12	2-----		2			\$75.00	0.00					
N 6	All	11/05/12	11/05/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	1-----	:30	1	\$225.006		0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	11/05/12	11/11/12	1-----		1			\$225.00	0.00					
N 7	All	11/05/12	11/05/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	1-----	:30	1	\$400.004		0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	11/05/12	11/11/12	1-----		1			\$400.00	0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	All	11/05/12-11/11/12	News 4 @ 6p M-F		M-F 6p-632p	M-----	:30		(\$400.00)		0.00	NM		
	Credited [Time period not available]														
N 8	All	11/05/12	11/05/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	1-----	:30	1	\$200.007		0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	11/05/12	11/11/12	1-----		1			\$200.00	0.00					
N 9	All	11/05/12	11/05/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	1-----	:30	1	\$400.006		0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	11/05/12	11/11/12	1-----		1			\$400.00	0.00					
N 10	All	11/03/12	11/04/12	Notre Dame Football Notre Dame Football	CM	Sa 12noon-930p (1:30 PM-5:00 PM)	-----S-	:30	1	\$125.006		0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S-		1			\$125.00	0.00					
N 11	All	11/03/12	11/04/12	News 4 Special Sa 5p-530p News 4 Special Sa 5p-530p	CM	Sa 5p-530p	-----S-	:30	1	\$75.007		0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S-		1			\$75.00	0.00					

Order / Rev: 167893
Alt Order #:
Flight Dates: 11/03/12 - 11/06/12

Advertiser: Karen Montoya for PRC
Product Desc:
Estimate:

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 11	All	11/03/12	11/04/12	News 4 Special Sa 5p-530p News 4 Special Sa 5p-530p	CM	Sa 5p-530p	-----S-	:30	1	\$75.007		0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$75.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	All	10/29/12-11/04/12	News 4 Special Sa 5p-530p		Sa 5p-530p	-----Sa--	:30		(\$75.00)		0.00	NM		
				Credited											
				[no run due to football- per ops]											
N 12	All	11/03/12	11/04/12	News 4 Special Sa 530p-6p News 4 Special Sa 530p-6p	CM	Sa 530p-6p	-----S-	:30	1	\$75.007		0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$75.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	All	10/29/12-11/04/12	News 4 Special Sa 530p-6p		Sa 530p-6p	-----Sa--	:30		(\$75.00)		0.00	NM		
				Credited											
				[no run due to football- per ops]											
N 13	All	11/05/12	11/06/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	M-----	:30	1	\$125.004		0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$125.00		0.00			
N 14	All	11/03/12	11/04/12	Saturday Night Live Saturday Night Live	CM	Sa 1030p-1205a	-----S-	:30	1	\$225.006		0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$225.00		0.00			
N 15	All	11/03/12	11/04/12	Sunday Overnight Rotator Sunday Overnight Rotator	CM	Su 12a-5a	-----S	:30	5	\$5.006		0.00	NM	5	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		5				\$5.00		0.00			
N 16	All	11/05/12	11/06/12	Overnight Rotator Overnight Rotator	CM	M-F 12a-5a	M-----	:30	5	\$5.006		0.00	NM	5	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		5				\$5.00		0.00			
N 17	All	11/06/12	11/06/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	-T-----	:30	1	\$125.004		0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$125.00		0.00			
N 18	All	11/06/12	11/06/12	Who Wants to Be A Millionaire Who Wants to Be A Millionaire	CM	M-F 1130a-12p	-T-----	:30	1	\$125.004		0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$125.00		0.00			
N 19	All	11/06/12	11/06/12	Good Day New Mexico 11a Good Day New Mexico 11a	CM	M-F 11a-1130a	-T-----	:30	1	\$75.006		0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$75.00		0.00			

*Tax 1 Note: ABQ 7%.

Totals 26 \$3,000.00